

## Build Vs. Buy

### Address Immediate Needs, But Also Think Long-Term



After seeing the advantages of electronic signatures, many companies next address whether to build or buy their solution. The general consensus, as *InfoWorld Magazine*<sup>1</sup> succinctly put it, is: “Buy when you need to automate commodity business processes; build when you’re dealing with the core processes that differentiate your company.”

With electronic signatures, the case for buy over build tends to grow as companies consider the long-term ramifications of their decision.

#### Don't Be an Island

Often, electronic signatures come into an organization to solve a specific business issue, such as easily signing non-disclosure agreements (NDAs). Remember an electronic signature is never an isolated act, but part of a process that invariably spans other departments and organizations. What’s more, electronic signature usage tends to expand rapidly, as other business process owners see the benefits of removing paper handling and manual steps.

Internally build systems, designed for one specific signing process, often lack flexibility. Any solution should have a clear expansion pathway to meet *all* possible future electronic signature requirements – from authenticating users to feeding data into other systems – even if the initial deployment doesn’t have all these needs. Any solution should also meet enterprise-wide compliance needs, integrate with other IT applications, and support a variety of application environments – future-proofing points often overlooked with homegrown solutions designed for one purpose.

#### Consider Post-Implementation Costs

In evaluating the “Build vs. Buy” decision, many companies only consider upfront costs like software licensing and development. But as *InfoWorld* points out, 70 percent of software costs arise after implementation. Homegrown systems can bring heavy price tags for help-desk assistance, maintenance and upgrades. Homegrown solutions are also prone to non-compliance problems and development delays that dramatically reduce time-to-market, lowering your ROI.

A solution from a vendor with a proven track record can eliminate these concerns. Interlink has the strongest esignature platform — eSign Anywhere™ — and deepest product portfolio in the industry. That provides peace of mind you can meet any future esignature need, ensures you’ll never create an esignature island, and frees your IT staff to focus on your core business.

<sup>1</sup> [http://www.infoworld.com/article/06/02/13/74880\\_07FEbuildbuy\\_1.html](http://www.infoworld.com/article/06/02/13/74880_07FEbuildbuy_1.html)